



Attorney General Jon Bruning

NEWS RELEASE

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Contact: Allen Forkner
402.471.2067
allen.forkner@nebraska.gov

Note: A sound bite on this topic will be available shortly at: <http://www.ago.ne.gov>

Attorney General Bruning Announces Agreement With LifeLock Over Advertising Claims

LINCOLN -- Attorney General Jon Bruning today announced an agreement with identity theft protection service LifeLock over the firm's marketing claims. As part of the deal, the service agrees to change its advertising practices and repay \$11 million nationwide to consumers and \$1 million for states' legal fees.

The Federal Trade Commission and states began investigating LifeLock amid allegations that the company made a range of deceptive claims that violated consumer protection laws, including leading consumers to believe its \$10-per-month service was a "proven solution" that would protect against all forms of identity theft.

"Identity theft is a key concern to many consumers," Bruning said. "Unfortunately, there is no one service that can promise to protect you from these crimes and to claim otherwise is deceiving."

LifeLock's previous advertisements "guaranteed" to protect consumers' personal information and prevent criminals from opening accounts in their names.

Some ads included CEO Todd Davis' Social Security number, which Davis said showed "how confident I am in LifeLock's proactive identity theft protection." In 2007, it was reported Davis became the victim of fraud when someone used his published Social Security number to obtain a \$500 loan.

Under the agreement, LifeLock is prohibited from misrepresenting that its services:

- Protect against all types of identity theft;
- Constantly monitor activity on each of its customers' consumer reports;
- Always prompt a call from a potential creditor before a new credit account is opened in the customer's name; and
- Eliminate the risk of identity theft.

Bruning said there are steps people can take to protect themselves:

- Obtain a free annual credit report from each of the three major credit-reporting agencies, regardless of whether they have been identity theft victims.
- Monitor bank accounts and credit cards for unauthorized withdrawals or charges.
- Consumers who suspect they are already identity theft victims can place a fraud alert on their credit history by contacting one of the three major credit reporting agencies.
- Request a security freeze, which means that a consumer's credit file cannot be shared with potential creditors.

LifeLock will pay \$15,000 in restitution to eligible Nebraskans who signed up for services between April 1, 2005, and March 30, 2009. The FTC and states will jointly send letters to eligible consumers, notifying them of the agreement and how they can opt-in to the settlement. Information about the redress program is available by calling 202-326-3757 or online at www.ftc.gov/lifelock.

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